

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

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FM AMEMBASSY JIDDA

TO SECSTATE WASHDC PRIORITY 5278

INFO AMEMBASSY ABU DHABI

AMEMBASSY ATHENS

/AMEMBASSY CAIRO 12111

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY SANA

AMEMBASSY TEHRAN

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ATHENS FOR RTDO, KUWAIT POUCH BAGHDAD FOR INFO

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJECT: FY 1978 USDOC/CAGNE TRADE PROMOTION PROGRAM

REF: (A) STATE 170852, (B) STATE 136618, (C) JIDDA 2351

1. THIS MESSAGE SUBMITTD TO SUPPLEMENT INFO IN REFTEL C REGARDING TYPES OF PROMOTIONAL VEHICLE RECOMMENDED, TIMING, AND PRODUCT CATEGORIES.

2. REFTEL C TARGETED PROMOTION PLANS TOWARD BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT, COMPUTERS AND EDP EQUIPMENT ENERGY SYSTEMS, HOUSEHOLD APPLIANCES AND FURNISHINGS, AVIONICS AND GROUND SUPPORT SYSTEMS, AND FOOD PROCESSING. THESE SALES TARGETS ARE STILL VALID.

3. DATES AND TIMING FOR FY 78 (OCTOBER 1977 - SEPTEMBER 30, 1978). THE FOLLOWING TABLE DELINEATES UNCLASSIFIED

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SAUDI PERIODS DURING WHICH NO TRADE PROMOTION EVENTS

ARE POSSIBLE IN COUNTRY. MOSLEM HOLIDAYS, ACCORDING TO LUNAR YEARS, ADVANCE APPROXIMATELY 11 DAYS FORWARD EVERY YEAR:

A. RAMADAN - FAST AND EID AL FITR

(FY 77) CY 77 - AUG. 13 THRU SEP. 16

(FY 78) CY 78 - AUG. 02 THRU SEP. 05

B. HAJ OR PILGRIMAGE.

EID AL ADHA (FEAST OF SACRIFICE, HIGH POINT OF PILGRIMAGE)

(FY 78) CY 77 - DEC. 14 THRU 16

(FY 79) CY 78 - DEC. 03 THRU 05

APPROXIMATELY 40 DAYS PRIOR TO AND 20 DAYS AFTER THESE DATES THE SAG DESIGNATES THIS PERIOD OF ABOUT TWO MONTHS AS THE PILGRIMAGE SEASON. IN THIS PERIOD THE CRUSH OF PILGRIMS IN JIDDA AND OTHER AREAS OF THE COUNTRY PRACTICALLY ELIMINATES HOTEL SPACE FOR THOSE PERSONS TRAVELING TO SAUDI ARABIA FOR BUSINESS PURPOSES. IN RECOGNITION OF THIS FACTOR THE SAG CURTAILS ALL BUSINESS VISA ISSUANCE UNLESS EVIDENCE IS PROVIDED THAT THE APPLICANT WILL NOT DEPEND ON PUBLIC ACCOMMODATIONS. THESE PERIODS ARE THEREFORE CLOSED TO ANY TRADE PROMOTION EVENTS FROM WHATEVER SOURCE. DURING RAMADAN, MOST AFFLUENT SAUDI BUSINESSMEN TRAVEL ABROAD. DURING THE HAJ OR PILGRIMAGE PERIOD COMMERCE RESOLVES ON SERVING PILGRIM NEEDS. PILGRIMS START ARRIVING AT LEAST A MONTH BEFORE THE HIGH POINT OF EID AL ADHA AND REMAIN UPTO A MONTH AFTER. THEREFORE, IN FY 78, THE LAST WEEK OF OCTOBER 1977 THROUGH ABOUT DECEMBER 20 IS IMPOSSIBLE FOR ANY TRADE PROMOTION EVENT AS WELL AS THE RAMADAN PERIOD FROM AUGUST 2 THROUGH SEPTEMBER 6, 1978. ALL OTHER PERIODS ARE ACCEPTABLE FOR TRADE MISSIONS, SEMINARS OR EXHIBITS. REGARDING LATTER TYPE EVENT, MINISTRY OF COMMERCE STATES IT REQUIRES SIX MONTHS NOTICE TO ARRANGE CALENDAR AND AVOID CONFLICTS BETWEEN COMPTING EXHIBITS.

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ONE EXHIBIT DEFINITELY PLANNED IS THE SAUDI INTERNATIONAL TRADE FAIR WHICH IS SCHEDULED TO TAKE PLACE ANNUALLY FROM MARCH 15 THROUGH MARCH 29.

4. SUGGESTED PERIODS FOR TRADE MISSIONS FY 1978:

A. OCT. 1, 1977 THRU NOV. 6, 1977-POST CAN

ACCOMMODATE TWO MISSIONS IF GIVEN ENOUGH TIME TO

ORGANIZE AND THERE IS DIVERSITY IN PRODUCT CONTENT.
WE SUGGEST BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT, AND HOUSEHOLD APPLIANCES AND FURNISHINGS IF POSSIBLE DURING THIS PERIOD.

O. JAN. 10 THRU JUNE 30, 1978-POST CAN
ACCOMMODATE THREE TMS AND IF THERE IS NO OTHER I.S. TRADE PROMOTION EVENT, A FOURTH TM. PRODUCT LINES SHOULD COVER ELECTRONIC DATA PROCESSING EQUIPMENT(EDP) AVIONICS AND GROUND SUPPORT EQUIPMENT AND FOOD PROCESSING.

5. SEMINARS. AT THIS TIME, POST SUGGESTS AN ENERGY SEMINAR IN JANUARY 1978 OR AS EARLY AS POSSIBLE IN CY 1978. AS AN ALTERNATIVE, IT IS SUGGESTED THAT A SEMINAR ON CARE AND MAINTENANCE EQUIPMENT FOR CONSTRUCTION MACHINERY MIGHT BE MOST PRODUCTIVE. MISUSE, CLIMATE, AND GEOGRAPHIC FACTORS NOW LIMIT THE LIFE SPAN OF MOST EQUIPMENT IN THIS CATEGORY TO LESS THAN 18 MONTHS. WE BELIEVE LARGE FLEET OWNERS OF TRACTORS, GRADERS, ETC., WOULD BE RECEPTIVE TO MAINTENANCE EQUIPMENT.

6. THE MONTH OF JULY IS EXTREMELY UNCOMFORTABLE IN ALL SAUDI COMMERCIAL CENTERS, JIDDA, RIYADH AND DHAHRAN. IN ADDITION, MOST DECISION-MAKERS ARE AWAY ON HOLIDAYS. THE EXODUS ACTUALLY BEGINS IN MID-JUNE. THESE PERIODS MAY, HOWEVER, BE MOST APPROPRIATE TO ORGANIZE REVERSE MISSIONS TO EXHIBITS IN THE U.S.

7. THE PROMOTIONAL VEHICLES BEST FOR THIS MARKET ARE TRADE MISSIONS AND GOOD EXHIBITS. THE WELL-PREPARED SEMINAR IS ALSO OF INTEREST. CATALOG HOWS IN SAUDI
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ARABIA ARE INADVISABLE, AND WILL NOT NOW REPLACE THE PERSONAL VISIT APPROACH.

8. STATE ORGANIZED TRADE MISSIONS, PARTICULARLY THOSE WITH A MIXED AND VARIED PRODUCT CONTENT, ARE MOST WELCOME IN SAUDI ARABIA. THE VARIETY SHOULD INCLUDE, HOWEVER, THE ITEMS MENTIONED IN REFTEL C. SAUDI FIRMS THEMSELVES CARRY A DIVERSITY OF PRODUCTS THAT MAKE ALMOST ALL OF THEM AN APPROPRIATE STOP FOR ANY MISSION.

9. THE SUCCESS OF ANY OF THE ABOVE TRADE PROMOTION EVENTS WILL DEPEND ON ADEQUATE COMMERCIAL CENTER FACILITIES AND A FULL COMPLEMENT OF PERSONNEL.
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